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NEIFELD REF.: OCLP-3-LAOR-US

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF: RAVIV LAOR

USPTO CONFIRMATION CODE: 3948

SERIAL NO: 09/595,677

FILED: 6/19/00

EXAMINER: MICHAEL GRAVINI

GROUP ART UNIT: 3622

FOR: METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR PURCHASE

TRANSACTIONS OVER A NETWORK

37 CFR 1.36 REVOCATION AND NEW POWER OF ATTORNEY

ASSISTANT COMMISSIONER FOR PATENTS

ALEXANDRIA, VA 22313

Sir:

I hereby revoke all prior powers of attorney and grant power of attorney to the attorneys associated with Neifeld IP Law, PC 's customer number 31518 in this application. I request that all correspondence be sent to the firm of NEIFELD IP LAW, P.C. whose post office address is: 2001 Jefferson Davis Highway, Suite 1001, Arlington, Virginia 22202, whose PTO address code is 31518, and corresponding bar code number is:

31518

PATENT TRADEMARK OFFICE

CERTIFICATION UNDER 37 C.F.R. 3.73(b)

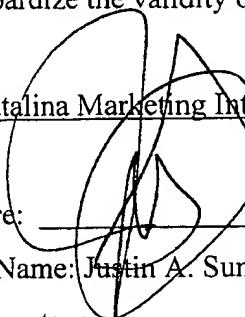
I, the undersigned, certify that I am an individual empowered to act on behalf of
Catalina Marketing International, Inc. - the legal assignee of the entire right,
title and interest of the above-identified application by virtue of assignments from the inventors

recorded at the following reel/frame numbers 011523/0910. I have reviewed the assignment documents, and I know that ownership of this application is vested in Catalina Marketing International, Inc..

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

I am authorized to act on behalf of Catalina Marketing International, Inc.

Date: 11/30/04

Signature: 

Printed Name: Justin A. Summer

Title: Secretary

Printed: November 30, 2004 (11:04AM)

Y:\Info\FirmForms\PatentForms\USProsecutionForm\37_CFR_1_36_RevocationAndNew POA_Certification.wpd